

THE ULTIMATE GUIDE TO

**SOCIAL MEDIA
CONTENT PLANNING**

for beginners

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Social Media Content

Cheat Sheet

- INTRODUCTION (TO YOU)
- INSPIRATIONAL QUOTE
- FUNNY MEME
- BEFORE AND AFTER
- BEHIND THE SCENES
- THIS OR THAT QUESTION
- VIDEO/BOOMERANG
- IF YOU COULD...QUESTION
- FLATLAY OR STYLED IMAGE
- EXPLORING YOUR CITY
- FILL IN THE BLANK
- SNEAK PEAK/TEASERS
- FAVORITE INDUSTRY INFLUENCER
- FAVORITE INDUSTRY BOOK/PODCAST/TOOL/SERVICE ETC.
- QUICK TIPS
- FAN PHOTO
- @MENTION A FOLLOWER
- NEW BLOG POSTS
- REPURPOSE OLD BLOG CONTENT
- INDUSTRY ARTICLES
- SOMETHING PERSONAL, TO GET TO KNOW THE PERSON BEHIND THE BRAND
- SHARE GRATITUDE
- THANK A/ALL FOLLOWERS
- TAKE A POLL
- FEDERAL/NATIONAL/RELIGIOUS HOLIDAY COMMENT
- FUN FACT
- FUNNY VIDEO
- PERSONAL MANTRA
- FREE PRINTABLE/DOWNLOAD
- YOUR PRODUCTS/SERVICES
- TESTIMONIALS
- CASE STUDY'S
- SPECIALS
- RUN A CONTEST/GIVEAWAY
- EVENT UPDATES
- NEWSLETTERS
- GUIDES
- E-BOOKS
- WHITEPAPERS
- INFOGRAPHICS
- PRESS RELEASES
- AUDIO FILES
- FUNNY OUTTAKES
- INTERVIEWS
- Q&A
- ASK ME ANYTHING
- VOLUNTEER EVENT/RECAP
- GUEST TAKEOVER
- CURRENT EVENT
- SHARE MILESTONE
- RELEVANT STATISTIC
- TAG-A-FRIEND
- SLIDESHARE PRESENTATION
- DAY-IN-THE-LIFE
- OLD (BUSINESS) MEMORIES/TIMEHOPS
- PINTEREST BOARD
- CAPTION THIS

Social Media Content Calendar

Month: _____

Week: _____

SOCIAL MEDIA ACCOUNT	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

